

Processed Food Companies are Implementing Green Marketing Strategies Can CSR & Sustainable Development be used in Marketing?

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ABSTRACT

The four Ps of the marketing mix is integrated with the environment as part of green marketing. This idea is extensively explored at various levels and in a variety of places. The message of environmental protection is spread among members of society and the community as it is addressed more frequently. This in turn motivates people to adopt the practice of protecting the environment in their daily activities and consumption. Marketers and producers must be aware of changes in consumer consumption patterns and adapt their marketing strategies accordingly. It is essential that marketers include the idea of being green in their marketing campaigns. The researcher's objectives are to analyze the strategies, policies, and practices of green marketing, evaluate its application, and investigate the impact of the idea on processed food companies in the Indian market. Seven well-known processed food firms that promote community, society, and environmental protection through CSR and SD activities were the subject of an exploratory study. The results show that processed food manufacturers sell their goods based on features including taste, quality, and price. Based on Ginsberg and Bloom's Green Marketing Strategy Matrix and Porter's Generic Competitive Strategy, an analysis was done. It can be said that all seven of the processed food businesses examined in the study are Shaded Green, employing unique business models and taking part in sustainable and CSR initiatives. These actions are not, however, included in the marketing plans that aim to influence consumers. By integrating SD and CSR initiatives and creating strong product brands, green marketing strategies must be put into practice.

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KEYWORDS: *processed food, sustainability development, green marketing, and corporate social responsibility*

INTRODUCTION

Concern over the environmental impact of numerous businesses, particularly the processed food industry, has been growing recently on a global scale. Companies in this industry are realizing the need to embrace sustainable practices and effectively convey them to their target audience as consumers become more conscious of their purchase decisions. Green marketing strategies have subsequently arisen in an effort to promote ecologically friendly goods and methods while also satisfying consumer desires. Combining sustainable development and corporate social responsibility (CSR) concepts is one of the main tenets of green marketing strategies for processed food firms. In order to meet the requirements of the present generation without compromising the ability of future generations to

meet their own needs, sustainable development is practiced. Contrarily, CSR includes a company's efforts to advance the social, economic, and environmental well-being of society outside of its immediate business goals. Processed food businesses can improve their brand recognition, draw in eco-aware customers, and work toward a more sustainable future by incorporating sustainable development and CSR principles into their marketing efforts. Green marketing techniques centered on customers and consumers in the design, development, and promotion of goods and services that meet their needs at a reasonable cost while being environmentally friendly. In order to attain sustainability and create green marketing strategies that safeguard the environment, manufacturers employed raw materials and other

resources based on the 3 R's - Recycle, Reuse, and Reproduce. With this strategy, they can match their corporate goals with the rising demand for products that are socially and environmentally responsible. This article will explore the possible advantages and difficulties of developing a green marketing plan for processed food firms that integrates sustainable development and CSR principles. Additionally, it will go through numerous tactics and programs that businesses can implement to convince customers of their dedication to sustainability and CSR. Additionally, it will review examples of effective green marketing campaigns in the processed food sector, highlighting the best strategies that businesses looking to include CSR and sustainable development in their marketing initiatives may use. Overall, this article aims to shed light on how processed food companies can use these principles to promote positive societal and environmental change while also achieving financial success. It also aims to provide insights into the role of sustainable development and CSR in these strategies.

Research Gap

Marketers create green marketing techniques with the goal of persuading consumers who care about the environment. These customers practice eco-friendly behaviours including decreasing their use of plastic in daily life and adopting recyclable and reusable goods and packaging. In order to create successful green marketing strategies, marketers must have a thorough understanding of the behaviour of green consumers. The strategies created must include all components of the marketing mix and be directed at the specific segment. Products or services can be included in the marketing mix elements, which are made up of the 4 Ps (product, pricing, promotion, and place/distribution). To draw in eco-conscious customers, businesses must try to incorporate environmentally responsible practices into their marketing mix. Effectively bridging the gap between green marketing techniques and green consumer behaviour is the problem.

Purpose of the Study

Examining corporate green marketing strategies aims to recognize the efforts made by businesses to understand the behaviour of environmentally conscious consumers and develop green marketing strategies. Depending on how environmentally conscious green consumers are, the impact of green marketing methods varies greatly. Consumers who care about the environment display a variety of behaviours, therefore it is conceivable that the marketing strategies developed by the marketer may or may not be appealing to green consumers. The analysis's focus is on the processed food industry's

efforts to advertise to environmentally conscious consumers through its green marketing tactics.

Objectives

- To study the effect of the green marketing concept in processed food companies.
- To analyze the green marketing strategies, policies, and practices of processed food companies.

Research Method

The inquiry is carried out using secondary data acquired from articles, case studies, and peer-reviewed empirical and conceptual research papers published in national and internal journals, newspapers, and magazines, as well as secondary data obtained from company websites, articles, and case studies. To examine various viewpoints on the green marketing practices of processed food corporations, the Google Scholar online database is accessed and evaluated. To examine the development and application of green marketing strategies and their effects on society, the corporations' milestones and events are recorded. Many businesses have used green marketing in recent years. The subsequent corporations' green marketing strategies are chosen at random based on the information that is available from various secondary sources

Literature Review

Marketing Strategies

- **Green Product Development:** The introduction of ecologically sustainable products is usually a prerequisite for the start of green marketing initiatives. Businesses may focus on creating processed food products with little environmental impact, such as using organic ingredients, cutting packaging waste, or sourcing sustainably produced raw materials. The study by Peattie and Crane (2005) emphasizes the importance of incorporating environmental considerations into the product development process in order to satisfy consumer desires for environmentally friendly options.
- **Eco-labelling and Certifications** In green marketing tactics, eco-labelling and certifications are essential. These labels inform customers about a product's environmental characteristics, empowering them to make wise decisions. Eco-labelling appears to have a favourable impact on customer views and purchase behaviour, according to studies by Verhoef et al. (2009) and Dangelico and Pujari (2010). To improve their green marketing initiatives, processed food firms might seek certifications like organic, fair trade, or sustainably derived labels.

- **Communication and Consumer Education:** Green marketing success depends on the communication of the environmental advantages of products to consumers. Consumers should be informed about processed food firms' sustainability initiatives and the advantages of buying their goods. To establish credibility and confidence, research by Ottman et al. (2006) underlines the value of straightforward and open communication. Companies can engage consumers and spread their sustainability message through a variety of marketing platforms, including social media, packaging, and advertising.
- **Cause-related Marketing:** Environmental organizations are partnered with or supported through advertising campaigns when using cause-related marketing techniques. It enables manufacturers of processed foods to link their brands to green activities, creating goodwill and favourable brand associations. Cause-related marketing may have a beneficial effect on consumer views and purchase intentions, according to studies by Mohr et al. (2001) and Lafferty and Goldsmith (2005). To prevent charges of "greenwashing," one must, nevertheless, support environmental concerns honestly and sincerely.
- **Green Packaging and Waste Reduction:** The packaging of processed food products has a big impact on the environment. Reducing package waste, utilizing recyclable materials, or implementing cutting-edge packaging designs that cause the least amount of environmental impact are all examples of green marketing methods. The significance of eco-friendly packaging in influencing consumer purchase decisions is highlighted by research by Walker et al. (2019). Furthermore, promoting the recyclable or biodegradable nature of packaging materials can help green marketing initiatives.
- To ensure that organizations have standards and put them into effect through agencies, the government must regulate the food business. These requirements must keep track of, minimize resource and energy waste, and prevent raising the price of the product during production. Leading the way in making green products suitable for Indian consumers in terms of pricing, distribution, and promotion. In order to distinguish items and prevent making false claims, green products must be authenticated with certifications. Customers who are considering comparing items must be persuaded by the

publicity. The distribution channel's intermediates are required to abide by laws and regulations that may be independently verified.

Britannia Industries Limited

The business made its modest debut in 1892 in Kolkata, then known as Calcutta, with an Rs. 295 (USD 4.76) investment. It now ranks among India's top food industries and provides a wide range of culinary items. One-third of the people in India now trust the brand, and it keeps producing unique, high-quality products. The trash management initiative was launched in 2011 by Britannia Industries' Corporate, according to a Tejaswi (2012) article that appeared in the Times of India. The Old Airport Road office of Britannia generates more than 100 kilograms of garbage per day. The business once sent all its waste to the Bruhat Bengaluru Mahanagar Palike, an organization in charge of running Bengaluru's public facilities. Office supplies are made of paper and plastic thanks to Khadi Gram Udyog. By doing this, only 10% of the waste is managed by the public waste system. The procedure began in 2011 when Vinita Bali, the managing director, went on a trip with Kalpana Kar, one of the organizers of Bangalore's War Against Waste. Vinita made the decision to show her colleagues about the city while they were on the tour. On August 28, 2011, she and Kalpana went outside at 6.30 am to follow a waste trail, along with their heads of manufacturing, human resources, finance, and bread operations, and eight other employees. They went to segregation sites, the ragpicker's colony, the dry waste centre in Shivajinagar, the recycling centre in Koramangala, and other locations. As a result of the trip, the team chose to manage their trash. They began a Zero-waste program in Bangalore's Old Airport Road. Vinita Bali claimed that her comprehension of waste, ragpickers' lives, and the operation of the city's garbage ecology had improved. The business complies with both the Advertising Standards Council of India (ASCI) and the Food Safety & Standards Regulations in India for the product. The company responded to client needs by introducing products that are practical, enjoyable, and nourishing as well as by adhering to the policy of being responsible in disclosing product nutritional information on the packaging. By using the 2018–19 baseline, they hope to cut sugar and sodium by 8% and 6%, respectively, by the following fiscal year 2024–24. The claims of "responsible marketing" are supported by the labelling, which is highly clear and contains detailed information that complies with nutritional labelling rules.

Hindustan Unilever Limited (HUL)

Aiming to make sustainability a way of life, HUL is one of the biggest Fast Moving Consumer Goods

(FMCG) firms in India. HUL has more than 50 brands. Among the company's many FMCG goods are processed packaged food items. Several varieties of Brooke Bond tea, Lipton tea, Bru coffee, Annapurna Salt, Hellmann's Mayonnaise, a variety of Horlicks goods, Kissan, Knorr, and Kwality Walls are among the packaged food items that are produced and introduced to the market under brand names. HUL adopts sustainable living and puts strategies into practice that are conducive to it. Under the heading of Planet & Society, HUL has launched several initiatives. The HUL website outlines the company's strategies and objectives regarding the environment, waste management, healthy eating, employee wellbeing, equity, diversity, and inclusion, raising living standards, respecting human rights, and the future of the employment landscape. The environment and the stakeholders are impacted by all actions and deliverables. By putting these tactics into practice, businesses can safeguard the environment and offer consumers safe products. In a 2012 Times of India article, Singh detailed how HUL's Pondicherry factory uses the Pyrolysis technique to turn packaging waste into fuel. The company employed this fuel in their broilers to recuperate the energy required to produce plastic. To start, the parent corporation Unilever developed a shampoo called Tiresome that does not need water to clean hair. Here, it was important to up-sell people on using an additional product by implementing it globally in order to reduce water usage. Both examples were original business ideas that Unilever's Sustainable Living Plan (USLP) had sparked in order to reduce the organization's environmental footprint. Addressing problems like climate change, water shortage, water quality, and hygiene while simultaneously keeping an eye on the company's financial obligations was exceedingly difficult for the company. The company was able to reduce CO₂ emissions by 14.7%, water use by 21.5%, and garbage by 52.8% using 2008 as a baseline, according to a report published later in 2011. Changing consumer behaviour to accept environmentally friendly activities is another difficult task for Unilever. However, the business is attempting to create a model to comprehend the obstacles, catalysts, and drivers needed for consumers to bring about consumer improvements. All these models are approved so long as they are profitable; otherwise, they are disapproved. The case study on Tomato Sourcing - Public-Private Partnership with the Government of Maharashtra is the model's or strategy's standout feature. This case study, which is depicted on the company's website, illustrates the link between public and private partnerships. This

partnership has the dual goals of promoting economic growth and eradicating poverty. Through this endeavour, the business overcame issues with product availability, price volatility, and inconsistent quality to buy tomatoes from local farmers. 2012 and ongoing through 2015. With the help of this project, tomatoes can still be grown sustainably with a buy-back guarantee on the produce, knowledge, and experience involved. The project's success aided in the expansion of the economy, and the company now makes sure that the tomatoes used to make Kissan Ketchup are from nearby farms. In 2020, 10,000 farmers from all over India provided more than 93% of the tomatoes used to make Kissan Ketchup. It was noted in Business Standard by Pillay (2019) that HUL's "Start a little good" campaign. This program attempted to manage waste plastic, gather water, and conserve water. To make the idea of green branding mainstream and not just an ancillary thing, it is difficult to raise customer awareness of HUL's green initiatives. HUL has demonstrated moral responsibility in advancing society and the environment. Therefore, in order to please customers and achieve organizational goals, sustainable development is reflected in green marketing.

Parle Agro Private Limited

Established in 1959, Parle Agro is a pioneer in the food and beverage sector. The Baroda Bottling enterprise, which began producing carbonated beverages in 1929, was the original name of the Chauhan family-owned enterprise. It is a business worth Rs. 2,200 Crore (USD 364.93 million) now. The business has established itself in the food, packaged water, pet products, and beverages industries. Customers can purchase products from this company under a variety of brand names, including Footie, Frio, SMOODH, Bailey, Bailey Soda, Appy, Appy Fizz, BFizz, and Dhishoom. In a 2013 article on www.business-standard.com, the corporation announced the commencement of a nationwide program in India to promote children's environmental responsibility. This action was part of the "Parle My Green Planet" Corporate Social Responsibility (CSR) project. To inform and inspire everyone about the importance of environmental conservation, a campaign including schoolchildren, environmentalists, and media professionals was launched. Through this campaign, the company promoted waste recycling, water and energy conservation, and increased tree planting across the nation. The goal was to reach 5000 schools in more than 70 towns and cities with the goals of minimizing environmental waste, raising environmental consciousness, and balancing the ecosystem. "School Giving Program" was a Parle My Green Planet

campaign effort. The goal of the initiative was to make the plantation greener and to raise children's knowledge of environmental responsibility. The schoolchildren were tasked with gathering wrappers from the streets of the more than 70 municipalities. Using wards for the class and school, respectively, the "Green Class of the School" and "Green School of the City" awards were created. This campaign took place during the Joy of Giving Week, a significant charitable initiative started by the Give India Foundation. This campaign raised people's awareness of the dangers that could occur to society if the environment is not preserved and cared for. These were the tiny actions Parle Agro took to promote sustainability that added up to a significant impact. According to the company's website, Parle Agro aspires to create new and inventive techniques by the year 2022 to manage waste, cut carbon emissions, and govern the use of natural resources. Because the business thinks sustainability will help it succeed in the long run. The company uses only recycled materials in the production of its PET bottles and paper-based packaging. To maintain sustainability, the company is developing a methodology for recycling and reusing plastic. 0.01% of the product and raw material wastes in their manufacturing facilities by creating innovative technologies. For the next three years, Rs. 50 crores will be invested in the Plastic Waste Management (PWM) initiative, which aims to collect and recycle all PET bottle waste. Through the Prakash Jayanti Lal Chauhan Foundation, the business develops sustainability by tackling environmental problems, skill development, and healthcare. The chairman of Parle Agro, Shri Prakash Jayanti Lal Chauhan, is honoured by having this foundation bear his name. The corporation is struggling to replace plastic straws considering all its environmental initiatives, as indicated in an article posted on the Economic Times (2022) website. The corporation has been set a deadline by the Indian government to stop using plastic straws as of July 1, 2022. A "hasty ban" will have a severe effect on the business; hence the corporation has asked for a six-month extension of the deadline. The business fully welcomes the government's endorsement but requests a six-month delay in implementation. This is because the demand for paper-based or biodegradable PLA straws is 6 million units per day, while the local manufacturer can only create 1.3 million units per day. The manufacturers of straws must make additional investments for this adjustment to become cost-effective in an inflationary environment. If the business chooses to purchase an imported straw in its place, the price will increase by six to eight times, making it less affordable for clients in both urban and

rural markets. On the other hand, the rural market accounts for 50% of the business's revenue. There is a chance that demand will decline if the price is raised. Manufacturing costs will rise by 122%, however, if businesses import, costs for PLA and paper straw will rise by 259 and 278 respectively. As a result, the beverage businesses need 6 to 8 months to make the necessary adjustments to the production process in terms of the technology used and the raw material sourcing in order to replace the plastic straw. The companies will be able to switch to PLA or paper straws without incident thanks to this extra period. The CEO of Parle Agro, Schauna Chauhan, supports the government's admirable plan but has asked that it be delayed by six months while the necessary infrastructure, capabilities, and commercialisation are developed. This problem suggests, in part, that government action to forbid the use of environmentally damaging materials drives the producer to think and behave sustainably.

Haldiram Marketing Private Limited

In Indian households, Haldiram is well known for its sweets, namkeen, beverages, frozen foods, and potato chips. In 1941, Haldiram Ji, also known as Ganga Bishan Agarwal, stoned the company in Bikaner, Rajasthan. The business grew gradually, and in 2003 it joined the convenience food industry, also known as tertiary processed food—food that has undergone additional processing yet has been prepared for ease of consumption. These foods include ready-to-eat (RTE), frozen, cake mix (RTC), and snack foods. They are also portable and have a long shelf life. The company was ranked 55th as the most trusted brand in 2014, per the company Trust Report analysis by Trust Research Advisory, which found that Indian consumers trusted it. The brand has now penetrated the global market. The corporation works with its employees to create value for its customers, stakeholders, and communities as part of corporate social responsibility. The company's objectives include safeguarding natural resources, advancing environmental causes, launching socially responsible initiatives, and upholding ethical standards both at work and in the community. By employing renewable energy sources, the business conserves energy and reduces waste. Solar energy and biomass/biogas energy are combined in the generation of renewable energy to lower carbon emissions. The Indian Green Building Council (IGBC) has granted LEED Platinum certification to Haldiram's buildings. The "Seed to Sapling Program" aims to go green in the future by planting more than 1000 saplings each year. The future production process uses less water and recycles more of it. Employees are fostered with joy and respect to promote a healthy work environment. In

order to operate in teams and grow as individuals, employees are encouraged to learn and participate in training programs. Second, the safety of the workers is a concern; as a result, efforts are made to uphold quality standards, maintain good cleanliness, follow protocol when conducting operations, and assess the risks of accidents, injuries, and dangers at work. Haldiram is reputed to be an environmentally friendly company. The business works closely with the farmers to increase their knowledge of farming and provide methods for resolving problems in agriculture. Raw materials are sourced ethically, and production and livelihood are improved through a sustainable market strategy. The promotion of cause-related concerns that are prevalent in society is aided by increasing awareness, soliciting donations, and volunteering. NGOs all around India are contacted to support and sponsor charitable initiatives, proudly participate in the Swachh Bharat Abhiyan, and seek to better the lives of those in social need.

ANALYSIS

The activities of the producers in the food processing sector are focused on designing, marketing, selling, and distributing products that are secure for use by customers and the environment. The product is produced with environmentally friendly raw materials and environmentally friendly production methods, displaying the product's environmental friendliness and nutritional value to consumers in order to promote it. Making sure that the logistics for product distribution leave no carbon footprint helps to protect the environment. Lastly, profitably price the product while taking into account the advantages for all stakeholders. The consumer need for environmentally friendly, wholesome, and nutritious products that are safe for use is the driving force behind processed food producers' green marketing strategies. To be socially responsible and provide customers with sustainable products, a firm must incorporate green marketing strategies into its marketing mix. The practices of sustainable development and social responsibility in the products and brands must therefore be the foundation of an organization's green marketing initiatives. Examining the CSR and sustainable development strategies used by the food processing firms Britannia, HUL, Parle, Nestle, MTR, ITC, and Haldiram, which are the subjects of this study, indicates their propensity for promoting social and environmental welfare. In order to meet the goals of the research study, the CSR and sustainable development initiatives of the organizations mentioned above are analyzed:

- to research how processed food firms are affected by the concept of green marketing. Before the year 2000, all of the companies that produce

processed foods that are mentioned in this study were engaged in CSR and sustainable development activities. Water conservation, rainwater harvesting, reducing water use during production, ensuring that natural resources are used effectively by reducing waste, using renewable energy, using recycled materials in the production of the product, solid waste management, empowering society/women, developing education, empowering farmers, etc. are just a few of the various activities that are started. It is possible in the processed food sector to manage solid waste, use less water, reduce carbon footprints, recycle packaging materials, and refrain from using any raw materials that are damaging to the environment. The businesses assure high-quality packaging and steer clear of any environmentally damaging packaging materials. For instance, Papercraft by ITC is a non-food product that creates white, high-quality business paper using recycled materials. In 2000, the idea of green marketing is becoming more popular. Particularly following the COVID-19 pandemic period, it has been noted that customers have a stronger preference for nutritious and healthy goods. Thus, processed food firms' adoption of green marketing methods is largely motivated by consumers' environmental consciousness. All businesses have demonstrated their concern for the environment by their actions, either by showing that they care about the stakeholders who want to safeguard the environment or by becoming required to do so due to laws and regulations put in place by the government. This is also noted in the rule established by the Indian government, which forbids the use of single-use plastic beginning in July 2022, as reported by Ghanekar in the Business Standard in 2021. This means that no single-use plastic can be used to package food products. Second, the Maggi-Noodles instance illustrates the use of the harmful ingredient MSG in food in greater amounts than necessary. Because of government policy, Parle Agro is required to replace plastic straws. These instances show the crucial role that government plays in implementing the green idea and educating customers about the proper definition of "SAFE" products.

- evaluate processed food industry policy, practices, and green marketing initiatives. The processed food businesses covered in this article have established policies and procedures to carry out CSR and sustainable development plans. The businesses hold the opinion that no company can

solely focus on revenues while ignoring the society that generates those earnings. As a result, businesses make care to contribute back to society. It should be highlighted that the corporate executes CSR and sustainable actions. For instance, businesses utilize cause advertising to market a brand in support of a cause. Hygiene and wellness are promoted by Dettol or Lifebuoy. Similar to this, nutritional products and brand names like Horlicks and Nestle's Health are promoted based on their nutrients and health. ITC introduced Nymle, an eco-friendly floor cleaner. On the other hand, processed food items come in environmentally friendly packaging. The tactics that must be used in order to create processed foods that are environmentally friendly include using eco-friendly cookware, residual heat, eating raw foods, eating plant-based meals, eating seasonal foods to avoid using preservatives in the future, and ceasing to use plastic products. Zee Zest (2021) has provided a list of 10 Indian brands that they claim are beneficial to both consumers and the environment. The Little Farm Co., Zama Organics, OOO Farms, In-season Fish, Pascati Chocolates, Under the Mango Tree, Araku Coffee India, and Taru Naturals are eight of these brands. These companies sell handcrafted, organic, and environmentally friendly goods. Because the primary product was created to be safe for both consumers and the environment, the marketing techniques are environmentally friendly. It is quite difficult for businesses like Britannia, HUL, ITC, MTR, Parle, Haldiram, and Nestle to entirely "GREEN" their business practices.

- to investigate how green marketing is being implemented in businesses. According to the data available, processed food firms follow the "DIFFERENTIATION" approach, which is heavily based on Porter's Generic Competitive approach in both the literature review and the cases of the processed food companies examined in this research. The examination looks at each company separately and is as follows:

A. Britannia: In its advertising campaigns, the corporation seeks to provide consumers items that are savory, nourishing, momentary, and lifestyle-oriented. The advantages of a product are highlighted in commercials while having fun. offering consumers products that are within their means. making the product accessible to their clients. Even though the corporation engaged in CSR and sustainable development operations, there hasn't been much discussion to raise consumer awareness.

B. ITC: A well-known business in India that has advanced significantly along with the growth of the nation since independence. Through its CSR initiatives and sustainable development strategies, the corporation has helped Indian farmers advance. In terms of marketing tactics, the business employed several tactics for each of its brands. The company's product mix includes a range of processed foods that are aimed at various market categories. As a result, the business uses differentiation marketing methods for the diverse Indian market. used a variety of marketing strategies, including sponsorships, advertising, and competitions to promote the product. The distribution network is also important since it ensures that the product is made accessible to customers wherever it is practical and uses a reasonable price plan.

C. HUL: Another business that shouldn't be overlooked has divided the market into segments based on behavioural, regional, and demographic characteristics. To target several market niches, this organization also employs a differentiation approach. The corporation has a marketing strategy that targets the various market segments in India with its varied product line. For each brand, a separate marketing campaign is used. The sponsor's events vary around the nation depending on the brands and product availability.

When examining these businesses' green marketing efforts, it is possible to classify them according to their approaches to sustainable development and market penetration using the Ginsberg and Bloom (2004) green marketing strategy matrix as follows: Lean Green, Defensive Green, Shaded Green, and Extreme Green. By analyzing the green initiatives of the businesses described in this research using the data available, it can be determined that neither Lean Green nor Extreme Green applies to these businesses. The explanation is that these businesses do adhere to the green policies put in place by the government in support of CSR and sustainable development. Do not think of being environmentally friendly to make money. Contrarily, because these businesses do not offer organic products, the goods they sell to customers aren't entirely green. Products made from organic materials are wholly Extreme Green. Processed food businesses do not fit under the third category, Defensive Green. Since these businesses do not defend themselves when they are questioned and continuously provide to society as part of CSR. Neither of these businesses starts a green marketing initiative only to engage in a sustainable activity to get a competitive edge. Based on their involvement in

green initiatives, the corporations can be distinguished. However, the investments made by businesses are not thought to be a selling point by consumers. Products are marketed based on qualities including flavour, nutrients, health, lifestyle, and consuming culture.

CONCLUSION

Manufacturers of processed foods care about the environment. Their brands must be developed around the green idea in order to address this worry. It is crucial to promote the product as "green" and convince customers of the green brand's claims. In addition to being wholesome and nutritious, the flavour and shelf life of the products should also raise serious concerns. By ensuring that the items appeal to cultural tastes and extending the shelf life of the product through innovative technology research and development, the wastage of food products can be decreased. It is exceedingly difficult for businesses to fully embrace the green idea and turn it into Extreme Green. However, in order to be extremely green, businesses may need to undergo a total makeover by incorporating the green idea into all 4Ps of the marketing mix. Conceptually, even if a product is not entirely organic, it can still be safe for consumers and the environment. To achieve this, marketing campaigns should focus not only on the benefits of the product but also on connecting brands to sustainable initiatives. Pricing strategies should also be effective when compared to non-green products to encourage consumers to choose green goods. Finally, products should be made readily available for consumption. Future studies may explore the factors that lead consumers to favour non-green products over green ones. Customers will choose a product based on its features above the environment, according to Ginsberg and Bloom (2004). Customers do not want to give up their tastes and wishes in the sake of sustainability. Consumers typically believe that green items are of low quality or may not live up to their environmental promises. Eventually, some people develop a preference for organic foods and are prepared to pay a higher price because they think that organic food is wholesome, secure, and delectable. Future academics will get insight into CSR and sustainable development activities thanks to the literature review discussion and analysis of this work. Because of these activities, the environment is becoming more environmentally friendly. This conceptual study is restricted to seven mutational businesses and is entirely reliant on secondary data sources from the websites, books, and articles of those businesses. This research paper encourages the implementation of a continuous study based on primary data on customer behaviour toward green

marketing tactics suggested and carried out by processed food firms. Moreover, to research how processed food marketers view green marketing.

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